

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	5188518
<b>Application Number:</b>	10805873
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	9879
<b>Title of Invention:</b>	System and method for optimizing search result listings
<b>First Named Inventor/Applicant Name:</b>	Christopher D. Payne
<b>Customer Number:</b>	45809
<b>Filer:</b>	Aaron Scott Reed/Glenda Brenneman
<b>Filer Authorized By:</b>	Aaron Scott Reed
<b>Attorney Docket Number:</b>	306410.02/MFCP.140571
<b>Receipt Date:</b>	21-APR-2009
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<b>Application Type:</b>	Utility under 35 USC 111(a)

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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Amendment Submitted/Entered with Filing of CPA/RCE	MFCP_140571_Response_Final_OA.pdf	112813 e081af5ee4d511ee1252af8661eb031d87cc e0b7c	no	28
<b>Warnings:</b>					
<b>Information:</b>					
2	Request for Continued Examination (RCE)	MFCP_140571_RCE.pdf	775744 888f6ca27280b9ade1fbb0c88f8e5bc205cc 8ed	no	3
<b>Warnings:</b>					
<b>Information:</b>					
3	Foreign Reference	MFCP_140571_Foreign_Patent_EP1282051.pdf	2098658 eac625375819-edf1cc0ff1c1-c0cafd2c0980 6573	no	32
<b>Warnings:</b>					
<b>Information:</b>					
4	Foreign Reference	MFCP_140571_Foreign_Patent_WO_99_41694.pdf	537313 1f93b9f3b144dc0de79d1c1d6556292db0c db0b	no	14
<b>Warnings:</b>					
<b>Information:</b>					
5	Foreign Reference	MFCP_140571_Foreign_Patent_WO_01_82178.pdf	1967656 9fd1d314dc7aa240b912a05636134795db 1179f	no	48
<b>Warnings:</b>					
<b>Information:</b>					
6	Foreign Reference	MFCP_140571_Foreign_Patent_WO_02_27529.pdf	2988007 9fe119cb041481867ac3bc1acaf1b225d0f 8776	no	85
<b>Warnings:</b>					
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7	Foreign Reference	MFCP_140571_Foreign_Patent_WO_02_063514.pdf	2539038 d4aa242531c738e90186d672c79a90c10b a7908	no	59
<b>Warnings:</b>					
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8	NPL Documents	MFCP_140571_NPL_Measuring_Online_Ad_Effectiveness.pdf	170551 c182c880b0c233c7984ba055d40024d5c0f7 9ab2	no	3
<b>Warnings:</b>					
<b>Information:</b>					
9	NPL Documents	MFCP_140571_NPL_Finding_More_Bargained_For.pdf	179874 d4cd04c1297dbd3c0af5e0113f01c7e1d1017 9b76	no	4
<b>Warnings:</b>					
<b>Information:</b>					

10	NPL Documents	MFCP_140571_NPL_Search_Engine_Listings.pdf	94524 488b36ac951a0bd48b73bcbf1066d1792a	no	2
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11	NPL Documents	MFCP_140571_NPL_Web_Giants_Seek.pdf	161234 d8bdc6d1554b10484d6f74cc2eaf55c26d46d53	no	3
<b>Warnings:</b>					
<b>Information:</b>					
12	NPL Documents	MFCP_140571_NPL_We_Get_What_They_Pay_For.pdf	339522 501b71ef1449407518ca024720e3e38d36c8f8acbe	no	6
<b>Warnings:</b>					
<b>Information:</b>					
13	Foreign Reference	MFCP_140571_Foreign_Patent_WO_01_082178_A3.pdf	180757 2e47d6dbd790bd732331ba11d4d48d324e158d	no	4
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<b>Information:</b>					
14	Foreign Reference	MFCP_140571_Foreign_Patent_WO_02_027529_A3.pdf	202685 7927b39c4b1810939ed11daf8b951bbcd2048be7	no	5
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<b>Information:</b>					
15	Foreign Reference	MFCP_140571_IDS_Foreign_Patent_WO_02_063514_A3.pdf	187466 039de1534db38d9991c12e85103db101466c872	no	5
<b>Warnings:</b>					
<b>Information:</b>					
16	Information Disclosure Statement (IDS) Filed (58/08)	MFCP_140571_IDS.pdf	611677 d6cd79ec72bce78a2400b56a0db51a25792702730	no	7
<b>Warnings:</b>					
<b>Information:</b>					
17	Fee Worksheet (PTO-06)	fee-info.pdf	29977 6827b77e675891512cc88f7bd6ef46e703f1b0d	no	2
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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.